

Seat No.	
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M.Phil/Ph.D. Entrance (Special Drive) Examination, May - 2019**COMMERCE & MANAGEMENT****Accountancy / Business Economics / Commerce**

Day and Date : Tuesday, 21 - 05 - 2019

Total Marks : 100

Time : 01.00 p.m. to 03.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Each question carries 2 marks.
 - 3) The correct answer should be marked in given OMR answer sheet by darkening the appropriate circle.
 - 4) Use black pen only for marking the circle. Do not make any stray mark on the Answer sheet.
 - 5) To Mark the correct answers follow the instructions given on OMR sheet.
 - 6) Rough work should be done on the sheet provided at the end of question paper.
 - 7) OMR answer sheet should be handed over to supervisor after your exam.
 - 8) Only non-programmable calculators are allowed.
 - 9) All candidates should solve the Section - I (25 questions for 50 Marks)
 - 10) The candidates should solve the Section - II (25 questions for 50 Marks) according to their. P.G. degree on which basis they have applied for this admission process (For e.g. who has applied on the basis of M. Com. degree should solve Section - II M.Com based Subject Matter and who has applied on the basis of M.B.A. degree should solve Section - II M.B.A based Subject Matter)

P.T.O.

SECTION - I

PART - A

Research Methodology

Choose the most appropriate alternative as an answer to complete the sentence:

1. When considering a research problem, it is extremely important to select a topic that _____.
 - a) You can manage within the time you have.
 - b) You can manage within th resources you have.
 - c) You can narrow down to something manageable and specific.
 - d) You can narrow down to something clear.

2. Which scientific method focuses on testing hypotheses developed from theories?
 - a) Deductive method
 - b) Inductive method
 - c) Hypothesis method
 - d) Pattern method

3. Research is the process of systematic and in depth study of _____.
 - a) Particular topic
 - b) Area of investigation
 - c) Subject of investigation
 - d) All above

4. Case study research use _____ Data for analysis.
 - a) Qualitative
 - b) Quantitative
 - c) Both qualitative and quantitative
 - d) Primary data

5. The feature of good research design consists _____.
 - a) Reliability of data
 - b) Smallest experimental error
 - c) Economical
 - d) All above

6. Applied research is the type of research that _____.
 - a) is made for performing the basic or pure research; its a theoretical research.
 - b) is intended for finding some solution to the problem considered.
 - c) includes fact-finding enquires and surveys.
 - d) uses available information as the base to make the further critical evaluation.

- 7.** What is qualitative research?
- a) A research strategy which has its emphasis on words rather than numbers in the process of data collection and analysis
 - b) A research strategy that places its focus on numbers in the process of data collection and analysis.
 - c) A research design which allows researchers to generalise the findings to diverse groups.
 - d) A research design which requires the use of a large number of people
- 8.** The basic principle of experimental research design is _____.
- a) Principle of replication
 - b) Principle of randomization
 - c) Both a and b
 - d) None of above
- 9.** A research that ends with the formulation of hypothesis is called _____.
- a) Exploratory research
 - b) Descriptive research
 - c) Applied research
 - d) Historical research
- 10.** A case study assumes _____.
- a) Fundamental unity of human nature
 - b) Recurrence of circumstances
 - c) Similarity of human responses
 - d) All the above
- 11.** The greater the stress experienced in the job the lower the job-satisfaction is a _____ type of hypothesis.
- a) Relational hypothesis
 - b) Descriptive hypothesis
 - c) Exploratory hypothesis
 - d) Statistical hypothesis
- 12.** The function of the research design step in the research process is to _____.
- a) inform the reader of what you want to attain through the study.
 - b) search the existing literature in the area of research.
 - c) formulate the problem statement to decide what you want to find out about.
 - d) provide for the collection of relevant information with minimal cost, effort and time.

M/P ENT – 06

36. In the market place, the demand curve for the homogeneous product of a perfectly competitive industry is determined by _____.
a) preferences of consumers b) firm
c) salary d) all of these
37. Indifference curve has a basic property that _____.
a) it has a negative slope
b) it is convex to the origin
c) it indicates higher levels of satisfaction
d) all of these
38. Profit and Loss Account aims at finding out _____.
a) Financial position b) Financial result
c) Change in financial position d) Assets and liabilities
39. _____ will result into application of funds.
a) Sale of plant b) Payment of dividend
c) Issue of shares d) Payment to creditors
40. Which one of the following ratios is most important for judging the long-term solvency of a firm?
a) Debt-equity ratio b) Stock Turnover ratio
c) Return on Investment d) Fixed Assets Turnover ratio
41. Comparison of financial variables of a business enterprise over a period of time is called _____.
a) Intra-firm analysis b) Inter-firm analysis
c) Standard analysis d) Vertical analysis
42. ZBB stands for _____.
a) Zero Base Budgeting b) Zero Basel budgeting
c) Zero Bond Budget d) None of the above

- 43.** The fund as used in funds flow statement means _____
- a) Cash
 - b) Current assets
 - c) Current Liabilities
 - d) Current assets minus current liabilities
- 44.** Advantages of Budgetary control include _____.
- a) Maximization of Profit
 - b) Reduces cost
 - c) Corrective action
 - d) All of the above
- 45.** _____ is not theory of leadership.
- a) The life cycle theory
 - b) Interactionistic theory
 - c) Functional theory
 - d) Accounting theory
- 46.** If a general manger asks the sales manager to recruit some salesman on his behalf, it is an instance of _____.
- a) Division of authority
 - b) Decentralization of authority
 - c) Delegation of authority
 - d) Delegation of responsibility
- 47.** Span of controls means that _____
- a) An organization consists of various departments
 - b) Each person's authority is clearly defined
 - c) Every subordinate has one superior
 - d) A manager can supervise only a limited number of subordinates

48. According to Fiedler's contingency model of leadership, which one of the following is not a contextual variable?
- a) Leader - member relations
 - b) Task structure
 - c) Position power
 - d) Planning system
49. Which one of the following is a technique of financial control?
- a) Break-even analysis
 - b) ABC analysis
 - c) Quality circle
 - d) Milestone budgeting
50. PERT denotes _____
- a) Programme Examination and Review Technique
 - b) Programme Evaluation and Review Technique
 - c) Programme Evaluation and Ranking Technique
 - d) Programme Examination and Ranking Technique

SECTION - II

PART - C

M.B.A. Based Subject Matter

(The candidates who have applied on the basis of M.B.A. degree, they should solve this part)

Choose the most appropriate alternative as an answer to complete the sentence:

26. Micro environment is the _____ internal environment of company
- a) External
 - b) Internal
 - c) Financial
 - d) Marketing

- 27.** What comes first amongst strategic intent?
- a) Vision
 - b) Objectives
 - c) Mission
 - d) All the above
- 28.** Forward integration is concerned with _____.
- a) Suppliers
 - b) Marketing intermediaries
 - c) Competitors
 - d) None of the above
- 29.** The discipline dealing with what is good and bad and with moral duty and obligation means _____.
- a) Strategic Management
 - b) Ethics
 - c) Strategic Intend
 - d) None of above.
- 30.** _____ management is to understand public consensus to recognize it and to cooperate in achieving this.
- a) Strategic
 - b) Business
 - c) Finance
 - d) Responsive
- 31.** One of the following P's of marketing mix creates relatively more cost.
- a) Product
 - b) Price
 - c) Place
 - d) Promotion
- 32.** What comes first amongst, need, want, demand, satisfaction?
- a) Need
 - b) Want
 - c) Demand
 - d) Satisfaction
- 33.** The second M's of promotion amongst five is ____.
- a) Money
 - b) Measurement
 - c) Message
 - d) Media
- 34.** The functions of management consists of _____.
- a) Planning, organizing, directing, controlling.
 - b) Planning, organizing, staffing, directing, controlling.
 - c) Planning, organizing, directing, communicating, staffing.
 - d) Planning, organizing, directing, communicating.

M/P ENT – 06

47. _____ indicates the number of times the earnings per share is covered by the market price.
- a) Dividend Yield Ratio
 - b) Dividend Payout Ratio
 - c) Price Earning Ratio
 - d) ROI Ratio
48. _____ is the discount rate which equates the present value of cash inflows with the present value of cash outflows.
- a) Implicit Cost
 - b) Explicit Cost
 - c) Sunk Cost
 - d) Specific Cost
49. _____ divides buyers into different groups based on social class lifestyles or personality characteristics.
- a) Behaviour Segmentation
 - b) Demographic Segmentation
 - c) Psychographic Segmentation
 - d) Geographic Segmentation
50. _____ is based on the assumption that the objective of pricing is not to recover costs but to realize the value of the product perceived by the customers.
- a) Demand based Pricing
 - b) Differential Pricing
 - c) Value Pricing
 - d) Tender Pricing



Rough Work

Rough Work